1   **IN THE CLAIMS**

2   This listing of claims will replace all prior versions, and listings, of claims in the application:

3   --1. - 50. **(Cancelled)**

4

5   51. **(Currently Amended)**   A method for providing an enhanced computer based advertising

6   system, wherein said method comprises the steps of:

7   an advertiser placing an advertisement and inputting a telephone number;

8   storing said advertisement and said telephone number in a database;

9   publishing said advertisement via the Internet;

10   determining if said advertiser is available for receiving a real-time Internet

11   communication; and

12   establishing said real-time Internet [[a]] communication between a first user and said

13   advertiser;

14   wherein said establishing includes calling said telephone number via the Internet from

15   a Web page.

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17   52. **(Previously Presented)**   A method according to claim 51, wherein said real-time Internet

18   communication is established using voice over Internet Protocol (IP).

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20   53. **(Previously Presented)**   A method according to claim 51, wherein the anonymity of said

21   advertiser is maintained.

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1   54. **(Previously Presented)**   A method according to claim 51, wherein said advertisement includes

2   audio or video.

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4   55. **(Previously Presented)**   A method according to claim 51, wherein said method further

5   comprises the step of:

6   charging said user or said advertiser.

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8   56. **(Previously Presented)**   A method for providing an enhanced computer based advertising

9   system, wherein said method comprises the steps of:

10   an advertiser placing an advertisement;

11   storing said advertisement in a database;

12   publishing said advertisement via the Internet;

13   determining if said advertiser is available for receiving a real-time Internet

14   communication;

15   establishing said real-time Internet communication between a first user and said

16   advertiser; and

17   a second user calling said advertiser via a telephone;

18   wherein said advertiser communicates with said second user via a personal computer

19   connected to the Internet.

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21   57. **(Previously Presented)**   A method according to claim 56, wherein said real-time Internet

22   communication is established using voice over IP.

1   58. **(Previously Presented)** A method according to claim 56, wherein the anonymity of said

2   advertiser is maintained.

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4   59. **(Previously Presented)** A method according to claim 56, wherein said advertisement includes

5   audio or video.

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7   60. **(Previously Presented)** A method according to claim 56, wherein said method further

8   comprises the step of:

9   charging said user or said advertiser.

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11   61. **(Previously Presented)** A method for providing an enhanced computer based advertising

12   system, wherein said method comprises the steps of:

13   an advertiser placing an advertisement;

14   storing said advertisement in a database;

15   publishing said advertisement on a Web page;

16   determining if said advertiser is available for receiving a voice over IP

17   communication; and

18   a user accessing said advertisement via the Internet, said user communicating with

19   said advertiser via said voice over IP communication.

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21   62. **(Previously Presented)** A method according to claim 61, wherein the anonymity of said

22   advertiser is maintained.

1   63. **(Previously Presented)**   A method according to claim 61, wherein said advertisement includes

2   information in audio or video

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4   64. **(Previously Presented)**   A method according to claim 61, wherein said method further

5   comprises the step of:

6   charging said user or said advertiser.

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8   65. **(Previously Presented)**   A method for providing an enhanced computer based advertising

9   system, wherein said method comprises the steps of:

10   an advertiser placing an advertisement;

11   storing said advertisement in a database;

12   publishing said advertisement on an Internet Web page;

13   determining if said advertiser is available for receiving a real-time Internet

14   communication;

15   a user accessing said advertisement via the Internet; and

16   said user communicating with said advertiser via said real-time Internet

17   communication.

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19   66. **(Previously Presented)**   A method according to claim 67, wherein said real-time Internet

20   communication is initiated from an Internet Web page.

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1   67. **(Previously Presented)**   A method according to claim 65, wherein said real-time Internet

2   communication uses voice over IP.

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4   68. **(Previously Presented)**   A method according to claim 65, wherein the anonymity of said

5   advertiser is maintained.

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7   69. **(Previously Presented)**   A method according to claim 65, wherein said advertisement includes

8   audio or video

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10   70. **(Previously Presented)**   A method according to claim 65, wherein said method further

11   comprises the step of:

12   charging said user or said advertiser.

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14   71. **(Previously Presented)**   A method for providing an enhanced computer based advertising

15   system, wherein said method comprises the steps of:

16   an advertiser placing an advertisement and inputting a telephone number;

17   storing said advertisement and said telephone number in a database;

18   publishing said advertisement on an Web page;

19   determining if said advertiser is available for receiving a real-time Internet

20   communication;

21   a user accessing said advertisement via the Internet, and initiating a telephone call to

22   said telephone number from an Web page.

1   72. **(Previously Presented)**   A method according to claim 71, wherein said calling is performed

2   from a personal computer.

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4   74. **(Previously Presented)**   A method according to claim 71, wherein said real-time Internet

5   communication uses voice over IP.

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7   75. **(Previously Presented)**   A method according to claim 71, wherein the anonymity of said

8   advertiser is maintained.

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10   76. **(Previously Presented)**   A method according to claim 71, wherein said advertisement includes

11   information includes audio or video.

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13   77. **(Previously Presented)**   A method according to claim 71, wherein said method further

14   comprises the step of:

15   charging said user or said advertiser.

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1   78. **(Previously Presented)**   A method for providing an enhanced computer based advertising

2   system, wherein said method comprises the steps of:

3   an advertiser placing an advertisement and inputting a telephone number;

4   storing said advertisement and said telephone number in a database;

5   publishing said advertisement via an Web page;

6   determining if said advertiser is available for receiving a real-time Internet

7   communication; and

8   a user accessing said advertisement via the Internet and initiating a telephone

9   conversation with said advertiser.

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11   79. **(Previously Presented)**   A method according to claim 78, wherein said initiating is performed

12   from a personal computer.

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14   80. **(Previously Presented)**   A method according to claim 78, wherein said initiating establishes said

15   real-time Internet communication from said an Internet Web page.

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17   81. **(Previously Presented)**   A method according to claim 78, wherein said real-time Internet

18   communication is established using voice over IP.

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20   82. **(Previously Presented)**   A method according to claim 78, wherein the anonymity of said

21   advertiser is maintained.

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1   **83. (Previously Presented)** A method according to claim 78, wherein said advertisement includes

2   audio or video

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4   **84. (Previously Presented)** A method according to claim 78, wherein said method further

5   comprises the step of:

6   charging said user or said advertiser.

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8   **85. (New)** A method according to claim 78, wherein said initiating is performed from an Internet

9   Web page.

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11   **86. (New)** A method according to claim 61, wherein said voice over IP communication is

12   initiated from an Internet Web page such that said user is connected to said advertiser.

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